

## CLAIMS

We claim:

1. A method for transmitting data to selected wireless devices in a wireless network without assignment of a unique network address to each of the wireless devices, comprising:

provisioning a wireless device with at least a hardware serial number (HSN) and generic access numbers (GANs);

prompting the wireless device to register by selecting a GAN at random and transmitting the GAN as well as its HSN to the service provider;

causing the service provider to assign and transmit a broadcast access number (BAN) to the wireless device; and

causing the wireless device to use the BAN to access data from a broadcast message.